

Rep Order# 9849386 Ver# 1 Mod# 0 Status Confirmed  
EC'd No

Traffic Order#

Printed: 10/22/2012 1:30 PM

1 of 4

Last Received: 10/19/2012 5:00 PM

Showing Buylines: All Lines

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product VOTERS FIRST  
Estimate# 1786  
Buyer Michele Certo  
Phone#  
Fax#

Agency ( ) THE NEW MEDIA FIRM  
904 PENNSYLVANIA AVENUE SE, #2  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 369/387/1786  
Flight Dates 10/23/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W	630A-7A	GD MRN CINN@6	:30	\$1,400.00	10/24-10/24	1 P1	1	1	\$1,400.00	
	2	F	630A-7A	GD MRN CINN@6	:30	\$1,400.00	10/26-10/26	1	1	1	\$1,400.00	
	3	M	630A-7A	GD MRN CINN@6	:30	\$1,400.00	10/29-10/29	1	1	1	\$1,400.00	
	4	W	630A-7A	GD MRN CINN@6	:30	\$1,400.00	10/31-10/31	1	1	1	\$1,400.00	
	5	F	630A-7A	GD MRN CINN@6	:30	\$1,400.00	11/02-11/02	1	1	1	\$1,400.00	
	6	TU	7A-730A	CBS THS MRNG-1	:30	\$950.00	10/23-10/23	1 P1	1	1	\$950.00	
	7	TH	7A-730A	CBS THS MRNG-1	:30	\$950.00	10/25-10/25	1	1	1	\$950.00	
	8	TU	7A-730A	CBS THS MRNG-1	:30	\$950.00	10/30-10/30	1	1	1	\$950.00	
	9	TH	7A-730A	CBS THS MRNG-1	:30	\$950.00	11/01-11/01	1	1	1	\$950.00	
	10	M	7A-730A	CBS THS MRNG-1	:30	\$950.00	11/05-11/05	1	1	1	\$950.00	
	11	SA	7A-730A	LOCAL12NW-SA 7	:30	\$1,000.00	10/27-10/27	1 P1	1	1	\$1,000.00	
	12	SA	7A-730A	LOCAL12NW-SA 7	:30	\$1,000.00	11/03-11/03	1	1	1	\$1,000.00	
	13	SA	730A-8A	LOCAL12NW-SA 7	:30	\$1,000.00	10/27-10/27	1	1	1	\$1,000.00	

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Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	14	SA	730A-8A	LOCAL12NW-SA 7	:30	\$1,000.00	11/03-11/03	1 P1	1	1	\$1,000.00	
	15	SU	10A-1030A	SUNDAY MRN-CBS	:30	\$3,500.00	10/28-10/28	1 P1	1	1	\$3,500.00	
	16	SU	10A-1030A	SUNDAY MRN-CBS	:30	\$3,500.00	11/04-11/04	1	1	1	\$3,500.00	
	17	TU	9A-10A	DOCTORS	:30	\$650.00	10/23-10/23	1 P2	1	1	\$650.00	
	18	TH	9A-10A	DOCTORS	:30	\$650.00	10/25-10/25	1	1	1	\$650.00	
	19	TU	9A-10A	DOCTORS	:30	\$650.00	10/30-10/30	1	1	1	\$650.00	
	20	TH	9A-10A	DOCTORS	:30	\$650.00	11/01-11/01	1	1	1	\$650.00	
	21	M	9A-10A	DOCTORS	:30	\$650.00	11/05-11/05	1	1	1	\$650.00	
	22	TU	12P-1230P	LOCAL12 NWS-NN	:30	\$2,500.00	10/23-10/23	1 P1	1	1	\$2,500.00	
	23	TH	12P-1230P	LOCAL12 NWS-NN	:30	\$2,500.00	10/25-10/25	1	1	1	\$2,500.00	
	24	TU	12P-1230P	LOCAL12 NWS-NN	:30	\$2,500.00	10/30-10/30	1	1	1	\$2,500.00	
	25	TH	12P-1230P	LOCAL12 NWS-NN	:30	\$2,500.00	11/01-11/01	1	1	1	\$2,500.00	
	26	M	12P-1230P	LOCAL12 NWS-NN	:30	\$2,500.00	11/05-11/05	1	1	1	\$2,500.00	
	27	W	5P-530P	LOCAL12 NEWS-5	:30	\$2,200.00	10/24-10/24	1 P1	1	1	\$2,200.00	
	28	F	5P-530P	LOCAL12 NEWS-5	:30	\$2,200.00	10/26-10/26	1	1	1	\$2,200.00	
	29	W	5P-530P	LOCAL12 NEWS-5	:30	\$2,200.00	10/31-10/31	1	1	1	\$2,200.00	

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Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	30	W	6P-630P	LOCAL12 NEWS-6	:30	\$2,800.00	10/24-10/24	1 P2	1	1	\$2,800.00	
	31	F	6P-630P	LOCAL12 NEWS-6	:30	\$2,800.00	10/26-10/26	1	1	1	\$2,800.00	
	32	M	6P-630P	LOCAL12 NEWS-6	:30	\$2,800.00	10/29-10/29	1	1	1	\$2,800.00	
	33	W	6P-630P	LOCAL12 NEWS-6	:30	\$2,800.00	10/31-10/31	1	1	1	\$2,800.00	
	34	TH	6P-630P	LOCAL12 NEWS-6	:30	\$2,800.00	11/01-11/01	1	1	1	\$2,800.00	
	35	M	6P-630P	LOCAL12 NEWS-6	:30	\$2,800.00	11/05-11/05	1	1	1	\$2,800.00	
	36	SA	6P-630P	LOCAL12-6P SA	:30	\$1,200.00	10/27-10/27	1 P2	1	1	\$1,200.00	
	37	SA	6P-630P	LOCAL12-6P SA	:30	\$1,200.00	11/03-11/03	1	1	1	\$1,200.00	
	38	TU	11P-1135P	LOCAL12 NWS-11<	:30	\$3,200.00	10/23-10/23	1 P2	1	1	\$3,200.00	
	39	TH	11P-1135P	LOCAL12 NWS-11<	:30	\$3,200.00	10/25-10/25	1	1	1	\$3,200.00	
	40	TU	11P-1135P	LOCAL12 NWS-11<	:30	\$3,200.00	10/30-10/30	1	1	1	\$3,200.00	
	41	TH	11P-1135P	LOCAL12 NWS-11<	:30	\$3,200.00	11/01-11/01	1	1	1	\$3,200.00	
	42	M	11P-1135P	LOCAL12 NWS-11<	:30	\$3,200.00	11/05-11/05	1	1	1	\$3,200.00	

---REPORT TOTALS---

Report Totals: 42 / \$80,300.00

---SALES MONTHLY TOTALS---

<b>Station</b> WKRC-TV CINCINNATI, OH	<b>Agency</b> ( ) THE NEW MEDIA FIRM	<b>Rep Firm</b>
<b>Advertiser</b> ( ) POLITICAL ISSUE GROU	904 PENNSYLVANIA AVENUE SE, #2	<b>Sales Office</b> ( ) WASHINGTON
<b>Product</b> VOTERS FIRST	WASHINGTON, DC 20003	<b>Salesperson</b> ( ) ALEXANDRA BRADLEY
<b>Estimate#</b> 1786	<b>Agency C/P1/P2/E</b> 369/387/1786	
<b>Buyer</b> Michele Certo	<b>Flight Dates</b> 10/23/2012 - 11/06/2012	<b>Salesperson Phone#</b> 202-955-5342
<b>Phone#</b>	<b>Hiatus Weeks</b>	<b>Salesperson FAX#</b> 202-955-5348

<b>Fax#</b>	
Oct 12: 18 / \$34,100.00	Nov 12: 24 / \$46,200.00

Sales Totals: 42 / \$80,300.00  
 Station Totals: 42 / \$80,300.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$217,615	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 24%
		WKRC 36%	WLWT 26%	WSTR 0%	WXIX 11%	

Books null  
 Demos RA35+





Order / Rev:	67631	Advertiser:	Voters First
Alt Order #:	09849386	Product Desc:	VOTERS FIRST
Flight Dates:	10/23/12 - 11/06/12	Estimate:	1786

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WKRC	10/28/12	10/28/12	CBS Sun Morning CBS Sun Morn News	CM	10:00 AM-10:30 AM (10:00 AM-10:30 AM)	-----S	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
SUNDAY MRN-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/22/12	10/28/12		-----S	1	\$3,500.00	0.00								
E 16	WKRC	11/04/12	11/04/12	CBS Sun Morning CBS Sun Morn News	CM	10:00 AM-10:30 AM (10:00 AM-10:30 AM)	-----S	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
SUNDAY MRN-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/29/12	11/04/12		-----S	1	\$3,500.00	0.00								
E 17	WKRC	10/23/12	10/23/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	-T-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/22/12	10/28/12		-T-----	1	\$650.00	0.00								
E 18	WKRC	10/25/12	10/25/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	-T-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/22/12	10/28/12		---T---	1	\$650.00	0.00								
E 19	WKRC	10/30/12	10/30/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	-T-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/29/12	11/04/12		-T-----	1	\$650.00	0.00								
E 20	WKRC	11/01/12	11/01/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	-T-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/29/12	11/04/12		---T---	1	\$650.00	0.00								
E 21	WKRC	11/05/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	11/05/12	11/11/12		M-----	1	\$650.00	0.00								
E 22	WKRC	10/23/12	10/23/12	Local 12 News at Noon Local 12 News at Noon	CM	12:00 PM-12:30 PM	-T-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
LOCAL12 NWS-NN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/22/12	10/28/12		-T-----	1	\$2,500.00	0.00								
E 23	WKRC	10/25/12	10/25/12	Local 12 News at Noon Local 12 News at Noon	CM	12:00 PM-12:30 PM	-T-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
LOCAL12 NWS-NN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/22/12	10/28/12		---T---	1	\$2,500.00	0.00								
E 24	WKRC	10/30/12	10/30/12	Local 12 News at Noon Local 12 News at Noon	CM	12:00 PM-12:30 PM	-T-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
LOCAL12 NWS-NN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/29/12	11/04/12		-T-----	1	\$2,500.00	0.00								
E 25	WKRC	11/01/12	11/01/12	Local 12 News at Noon Local 12 News at Noon	CM	12:00 PM-12:30 PM	-T-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
LOCAL12 NWS-NN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/29/12	11/04/12		---T---	1	\$2,500.00	0.00								
E 26	WKRC	11/05/12	11/05/12	Local 12 News at Noon Local 12 News at Noon	CM	12:00 PM-12:30 PM	M-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
LOCAL12 NWS-NN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	11/05/12	11/11/12		M-----	1	\$2,500.00	0.00								
E 27	WKRC	10/24/12	10/24/12		CM	5:00 PM-5:30 PM	--W----	:30	1	\$2,200.00	P-1	0.00	NM	1	\$2,200.00

Order / Rev:	67631	Advertiser:	Voters First
Alt Order #:	09849386	Product Desc:	VOTERS FIRST
Flight Dates:	10/23/12 - 11/06/12	Estimate:	1786

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5p Local 12 News at Five															
5p Local 12 News at Five (5:00 PM-5:30 PM)															
LOCAL12 NEWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	--W----	1	\$2,200.00	0.00								
E 28	WKRC	10/26/12	10/26/12	5p Local 12 News at Five	5:00 PM-5:30 PM	5:00 PM-5:30 PM	----F--	:30	1	\$2,200.00	P-1	0.00	NM	1	\$2,200.00
5p Local 12 News at Five (5:00 PM-5:30 PM)															
LOCAL12 NEWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	----F--	1	\$2,200.00	0.00								
E 29	WKRC	10/31/12	10/31/12	5p Local 12 News at Five	5:00 PM-5:30 PM	5:00 PM-5:30 PM	--W----	:30	1	\$2,200.00	P-1	0.00	NM	1	\$2,200.00
5p Local 12 News at Five (5:00 PM-5:30 PM)															
LOCAL12 NEWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/29/12	11/04/12	--W----	1	\$2,200.00	0.00								
E 30	WKRC	10/24/12	10/24/12	6p Local 12 News at Six	6:00 PM-6:30 PM	6:00 PM-6:30 PM	--W----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
6p Local 12 News at Six															
LOCAL12 NEWS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	--W----	1	\$2,800.00	0.00								
E 31	WKRC	10/26/12	10/26/12	6p Local 12 News at Six	6:00 PM-6:30 PM	6:00 PM-6:30 PM	----F--	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
6p Local 12 News at Six															
LOCAL12 NEWS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	----F--	1	\$2,800.00	0.00								
E 32	WKRC	10/29/12	10/29/12	6p Local 12 News at Six	6:00 PM-6:30 PM	6:00 PM-6:30 PM	M-----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
6p Local 12 News at Six															
LOCAL12 NEWS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/29/12	11/04/12	M-----	1	\$2,800.00	0.00								
E 33	WKRC	10/31/12	10/31/12	6p Local 12 News at Six	6:00 PM-6:30 PM	6:00 PM-6:30 PM	--W----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
6p Local 12 News at Six															
LOCAL12 NEWS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/29/12	11/04/12	--W----	1	\$2,800.00	0.00								
E 34	WKRC	11/01/12	11/01/12	6p Local 12 News at Six	6:00 PM-6:30 PM	6:00 PM-6:30 PM	---T---	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
6p Local 12 News at Six															
LOCAL12 NEWS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/29/12	11/04/12	---T---	1	\$2,800.00	0.00								
E 35	WKRC	11/05/12	11/05/12	6p Local 12 News at Six	6:00 PM-6:30 PM	6:00 PM-6:30 PM	M-----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
6p Local 12 News at Six															
LOCAL12 NEWS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		11/05/12	11/11/12	M-----	1	\$2,800.00	0.00								
E 36	WKRC	10/27/12	10/27/12	6pm Local 12 News Sat	6:00 PM-6:30 PM	6:00 PM-6:30 PM	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
6pm Local 12 News Sat															
LOCAL12-6P SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----S-	1	\$1,200.00	0.00								
E 37	WKRC	11/03/12	11/03/12	6pm Local 12 News Sat	6:00 PM-6:30 PM	6:00 PM-6:30 PM	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
6pm Local 12 News Sat															
LOCAL12-6P SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/29/12	11/04/12	-----S-	1	\$1,200.00	0.00								
E 38	WKRC	10/23/12	10/23/12	11p M-Su Local 12 News	11:00 PM-11:35 PM	11:00 PM-11:35 PM	11:35 PM-11:35 PM	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
11p M-Su Local 12 News 11															
LOCAL12 NWS-11<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-T-----	1	\$3,200.00	0.00								
E 39	WKRC	10/25/12	10/25/12	CM	11:00 PM-11:35 PM	11:00 PM-11:35 PM	-T---	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00



